

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #088080

Ms. E. Johns

J. A. CALDERON CO.

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Eileen:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 90 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
3	Winston Box	12300-25379
6	Winston Light Box	12300-25380
3	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$3,181.40**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 6505

-2-

\$1.00 Off 2-Pack Tear Tape
J. A. CALDERON CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$168.00 (12 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL S1/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	486925	RICH & VERN	64 WASHINGTON ST	WATERLOO	NY	13165	2				(315) 539-4013
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	3	NYS	1149-0000		(315) 923-2031
162601	162626	592278	GEORGE'S MOBIL	2194 MILLERSPORT	GETZVILLE	NY	14068	1				(716) 688-0963
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716) 426-2151
162602	162630	600125	TWENTY-TWENTY MARKE	2020 RIDGE RD W	ROCHESTER	NY	14626	2				(716) 225-7480
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	2		1149-0000		(716) 237-0050
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	2	NYS			(716) 392-5080
162602	162621	764185	ITALIAN FOOD	1913 LONG POND RD	ROCHESTER	NY	14606	1	NYS			(716) 426-5120
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716) 637-9893
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	3	NYS			(716) 964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	3	NYS			(716) 458-1770
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS			(716) 426-5140
162604		268751	DON'S DELI	4888 SAINT PAUL B	ROCHESTER	NY	14617	2				(716) 342-5856
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	3				(716) 377-5689
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	1				(716) 654-6497
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716) 482-7547
162604		728374	EAGLE MINI MART	6 WEST AVE	ROCHESTER	NY	14611	1				(716) 527-8620
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	2				(716) 663-8110
162604	162621	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	1				(716) 436-4795
162604	162621	339359	METRO CENTER MINI	583 W BROAD ST	ROCHESTER	NY	14608	2				(716) 328-1411
162604		737943	WATERFRONT DELI	26 LONG POND RD	ROCHESTER	NY	14612	1				(716) 723-1369
162604		750449	S D MINI MART	3910 LAKE AVE	ROCHESTER	NY	14612	1				(716) 663-4996
162604	162621	624512	RAINBOW MEAT MKT	583 LAKE AVE	ROCHESTER	NY	14613	2				(716) 254-1462
162604	162621	763722	CPM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1				(716) 266-5284
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716) 381-5764
162604		442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1		0353-0100		(716) 266-4661
162604		693694	SHORT STOP	452 W COMMERCIAL	EAST ROCHESTER	NY	14445	1				(716) 264-0247
162604	162620	730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	1				(716) 342-6630
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1				(716) 889-1273
162604	162620	802169	DHALIHAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1				(716) 544-6671
162604		268817	JIM'S STOP & SHOP	872 JAY ST	ROCHESTER	NY	14611	2				(716) 328-1058
162604		773642	GUJAR MART	404 MOUNT HOPE AV	ROCHESTER	NY	14620	2				(716) 262-2886
162604		784653	ALTO MART	1375 HUDSON AVE	ROCHESTER	NY	14621	1				(716) 266-1588
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	2				(716) 454-0515
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716) 274-4850
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716) 288-2540
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716) 254-4540
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716) 461-4497
162604		624695	RABEEH'S MINI MARKE	954 JAY STREET	ROCHESTER	NY	14608	1				(716) 436-0543
162604	162621	544704	RJ NEWS	3333 W HENRIETTA	ROCHESTER	NY	14623	1				(716) 427-7824
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716) 546-7140
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716) 663-4232

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
DATE: 98-05-20
TIME: 11:21 AMWHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2				(716)271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	2	NYS			(716)663-3970
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162620	268459	PANARAMA HESS	1500 PENFIELD RD	ROCHESTER	NY	14625	3	NYS			(716)381-2233
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	2	NYS			(716)663-4353
162604	162620	269203	SEITZ GROCERY	426 RIDGE RD	WEBSTER	NY	14580	2	NYS			(716)671-6229
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS			(716)227-2157
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	NYS			(716)482-7920
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716)235-2269
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	2		1149-0000		(315)946-9601
162605	162232	724735	J&S DISCOUNT STORE	418 EXCHANGE ST	GENEVA	NY	14456	3				(315)789-0680
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716)223-7645

PAGE BREAK TOTAL ACCOUNTS 56 TOTAL QUANTITY 86

TEMPLATE TOTAL ACCOUNTS 56 TOTAL QUANTITY 86

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WHOLESALE PACKING INSTRUCTIONS

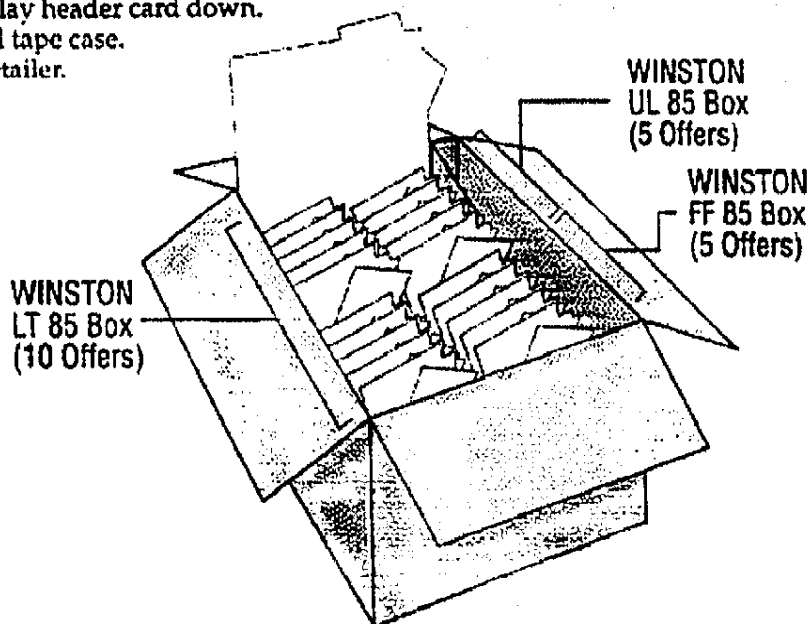
VALUE ADDED PROMOTION

3RD QTR. '98

July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) **DO NOT REMOVE SLEEVES FROM KIT.**
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S 1 / 2 PKS

Brand Style	Box	Lt Box	UL LT BOX			
Number of Cartons	1	2	1			

51845 6509

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

Lose the additives. Lose the additives.
Save a buck Save a buck
when you buy 2 packs. when you buy 2 packs.
No additives.